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New Year Baby Born

News 1-2

SALEM — One New Year baby was reported in the area on Wednesday.

A seven-pound, six-ounce boy was born to Mr. and Mrs. Armindo Fernandes of 51 Fulton St., Peabody. He has not been named as yet.

Neither Hunt Memorial nor Beverly Hospitals claimed a baby to ring in 1969

PLEDGE $40,000 — Three of four Beverly Hospital anesthesiologists examine pledge cards totaling $40,000 for hospital's building expansion fund. Left to right are Dr. Russell J. Rowell, Dr. Jacob H. Fine and Dr. Charles I. Lieberman. The fourth participant is Dr. Ernest A. Sneddon.

$40,000 Pledged by Doctors

BEVERLY — Beverly Hospital's four anesthesiologists have made a group pledge o f$40,000 toward the hospital's building fund. Cited today by Dr. Richard E. Alt, chairman of the fund drive were Drs. Jacob H. Fine, Charles I. Lieberman, Russell J. Rowell and Ernest A. Sneddon.

Dr. Fine, chairman of the group, said he felt that "the hospital must grow, must respond to increased needs of the community. We must provide the best kind of care possible and this means that we need more space and more equipment. We want to provide the highest quality medical care possible to the patient."

Dr. Fine, a graduate of Tufts University, has been associated with Beverly Hospital since 1936. He is chairman of the Medical Staff Executive Committee and is president-elect of the Massachusetts Medical Society.

News 1-7

(Staff Photo)

HOSPITAL DONORS — Plans to raise $1 million of the minimum $3 million needed to expand the Beverly Hospital have been made by the Advance Gifts Division of the Hospital Fund Raising Committee. Discussing the plans left to right are Neil R. Ayer, Mrs. Helen Ayer, James B. Mosely. Standing, Dr. Jacob H. Fine, left, and Dr. Humphrey E. D. Lloyd.

News - 1-8

Hospital Fund-Raising Drive

News 1-8

Advanced Gifts Division Goal Set At $1,000,000

BEVERLY — The Advance Gifts Division of Beverly Hospital's fund drive revealed plans this week to raise $1 million, one-third of the minimum $3 million needed for the expansion program.

The plans were formulated at a dinner held at the Myopia Hunt Club in Hamilton attended by approximately 65 persons, Neill Ayer, president of the hospital's Board of Directors is serving chairman of the group. Assisting him are James B. Meseley, chairman for Hamilton and Ipswich; J. Mattocks White, Beverly chairman; Tarrant Cutler, Manchester chairman and Gilbert Steward, Jr., chairman for Topsfield, Boxford and Essex.

Ayer announced that nearly $1 million has been raised by other divisions to date. Included in this sum is $85,000 raised thus far by Hospital employes. The medical staff division has just begun solicitation and has received 11 pledges totaling more than $100,000. Nearly 40 other members of the medical staff have yet to be contacted. The Board of Directors has pledged $550,000.

The Advanced Gifts Division drive will be completed in a little more than a month.

Attending the dinner from Beverly were: Mr. and Mrs. Robert Livermore, Mr. and Mrs. Richard K. Thorndike, Mr. and Mrs. Edward Parker, Mr. and Mrs. George Spear, Mr. and Mrs. Elbert A. Conrad and J. Mattocks White.

Mr. and Mrs. Randolph P. Barton, Mr. and Mrs. Everett Morss, Jr., Mr. and Mrs. D. Thomas V. Huntoon, Mr. and Mrs. S. K. Derderian, Mr. and Mrs. Harold V. Robichau, Dr. Richard A. Alt, Dr. and Mrs. Albert E. Parkhurst, and Dr. and Mrs. Jacob H. Fine.

Attending from Manchester were: Mr. and Mrs. James White, Jr., Mr. and Mrs. Spencer Hurtt, Mr. and Mrs. Tarrant Cutler, Mr. and Mrs. Peter Vermilye, Mr. and Mrs. John B. Eliot, Mr. and Mrs. Josiah Spaulding, Mr. and Mrs. Gordon Abbott, Mr. and Mrs. Peter Ward, Mr. and Mrs. William C. Brewer, Mr. and Mrs. F. Fulton Sears, and Senator William Saltonstall. Dr. Humphrey E. D. Lloyd of Ipswich attended representing the medical staff.

Attending from Hamilton were Mr. and Mrs. Standish Bradford, Mr. and Mrs. James B. Moseley, Mr. and Mrs. Richard C. Storey, Mr. and Mrus. Donald Miller, and Miss Mae Bartley. Mr. and Mrs. William Moddy and Mr. and Mrs. Neil R. Ayer attended from Wenham.

Funds are being solicited by the hospital for a much needed expansion and modernization program that will include new outpatient and emergency departments, expanded radiology and pathology departments, 95 additional beds, and new maternity, nursery and delivery units.

News - 1-13

Hot Slag Sets Fire

BEVERLY — Hot slag from a welding project has been blamed for a fire in a laundry chute at Beverly Hospital today.

Deputy Chief William M. McPherson praised the hospital's fire brigade, members of which used two dydrant lines and several extinguishers to douse the fire in the second floor chute.

Responding to simultaneous Box 91 and telephone alerts at 8 a.m., firefighters went to the Johnson building, where they found the brigade working under the supervision of Charles Higgins.

Firefighters set up ejectors to help rid the second and third floors of smoke. Deputy McPherson said the slag fell into the laundry chute during a welding project on the hospital's sixth floor addition. Recall was 27 minutes later.

News 1-16

New Stroke Unit at Beverly Hospital Increases Rehabilitation Efficiency

BEVERLY — The opening of an eight-bed stroke unit at Beverly Hospital was announced today.

The unit is designed to return a number of patients to their homes as independent members of the family. Previously, many victims of stroke were destined to total nursing home care or were confined to their homes with minimal activity.

Beverly's new stroke unit aims at providing a more efficient system of care and a more comprehensive program for their rehabilitation. Prior to the opening of the unit, patients who suffered from a stroke did not receive this intensive, specialized treatment, and oftentimes their rehabilitation was a long and slow process. The physical therapy they received was of the routine type which has long been available in many community hospitals. The new unit represents the latest of many recent advances in medical techniques.

The stroke unit has no dazzling gadgetry. Much of the equipment consists of grab bars, special one-handed dinnerware and clothing with special fasteners, all designed for use by the patient suffering the crippling effects of a stroke.

The new unit does have a highly trained team of doctors, nurses, therapists, social workers, aides and orderlies. Much of their time and work is devoted to evaluation and encouragement of the patient to do as much as possible for himself.

The patient's environment in the stroke unit — while still a hospital room — maintained so that he can move about and perform as he would at home. His daily activities consist of simple, yet extremely vital, range of motion exercises and learning how to use wheelchairs, how to dress and how to walk with a cane.

The stroke team aims for early mobilization of the patient. "The value and importance of this," explained Phillip Mossman, M.D., "is to cut down on hospitalization of the patient. One bed sore is worth $5,000. The sooner we can make the patient mobile, the better he'll be able to function and respond to therapy.

"Simple functions like eating, bathing and dressing oneself are extremely difficult for a stroke victim. Manual activities serve to teach the patient anew how to perform those functions."

Planned and put into operation by a committee of nurses, doctors, physical and occupational therapists, social workers, aides and orderlies, the stroke unit at the Beverly Hospital is the second of its type within the general hospitals of Massachusetts.

When a person suffers a stroke, he may be admitted, depending on the seriousness of the stroke, to either the Intensive Care Unit or to the hospital proper, and then his physician may request that his patient be cared for in the stroke unit. The patient then undergoes a revaluation by a member of the stroke team.

If the evaluation determines that he is a suitable candidate for the stroke unit, he is transferred there, and the stroke unit team, trained in the fundamentals of care of the stroke patient, proceeds with the type of care that particular patient needs.

Initial measures of therapy begin almost immediately. Speech therapy, occupational therapy and physical therapy, and the services of social workers are instituted early.

Patients in the stroke unit are constantly being evaluated. Once each week, the attending physician, neurologist, physical therapist, occupational therapist and nurses, social service worker and Visiting Nurse representative meet to discuss each patient and his progress. After each evaluation, a definite course of action is planned.

When the patient has recovered well enough to be sent home or to an extended care facility, the stroke team meets with the family or nursing home personnel so that the level of care necessary for the patient is maintained.

All patients leaving the stroke unit are scheduled to return for further physical therapy and follow-up examinations. Considered critical in the care and rehabilitation of the patient is the six-month period after discharge from the hospital.

STROKE PATIENT — William Kelley Jr., the first patient to go through Beverly Hospital's new Stroke Unit and be discharged from the hospital, performs occupational therapy on a weaving machine. This therapy is necessary to build up a patient's tolerance and strength and is vital to his co-ordination. Working with him is Mrs. Shirley Charait, an occupational therapist at the hospital.

News 1-17

News 1-29

Beverly Hospital Well Child Clinic To Continue As a Community Service

BEVERLY — Administration officials have announced that Beverly Hospital will continue its Well Child Clinic as a community servce as long as there is a need.

For many years one of the few sources available for free health care for children, the program is similar to the federally funded Medicaid program.

The clinic, sponsored by the hospital and based there since 1964, provides free care for pre-school children.

Medicaid makes federal funds available for child care, but while Medicaid must be sought out and applied for, according to Patient Relations Director Richard S. Waters, the Well Child Clinic services are available through the Visiting Nurse Associations and Neighborhod Aids of the North Shore Community Action Program to children whose parents do not seek out other medical aid.

These children often have the greatest need for health care and can often receive it only through the diligent work of social agencies and social workers in the area who bring them in to the clinic.

Staff doctors at the hospital feel that the clinic service is still critical, since it continues to serve children who have the greatest need for free health care.

The clinic is headed by A. S. MacDonald, M.D., Chief of Pediatrics at Beverly Hospital, and is staffed by pediatricians, residents and nurses at the hospital. Student nurses, under the supervision of Beverly Hospital School of Nursing faculty members, assist as part of their regular nursing study and training program. Members of the Beverly Hospital Aid Association volunteer their services under the direction of Mrs. Neil R. Ayer, of Hamilton, and do the scheduling of appointments and record keeping for the clinic.

Children of families using the clinic receive physical examinations and routine immunizations and are cared for from infancy until their fifth birthday. When the child enters school, he is cared for by the public school health program.

About 30 appointments are scheduled each month at the clinic. Children of low-income families receive, in addition to preventative care, complete diagnostic and educational services of Beverly Hospital staff doctors, with referrals for hospital treatment or treatment by specialists as needed.

There are a number of non-English speaking families in the Beverly area who experience great difficulty in finding the assistance they need. Beverly Hospital has been successful in finding a number of people who act as interpreters at the clinic. Hospital employees and interested people in the community volunteer their time to provide this service.

News 1/31

Sen. Brooke To Speak For Hospital Campaign

BEVERLY — Sen. Edward W. Brooke (R-Mass.) will speak at a Beverly Hospital dinner Friday, Feb. 21, to give impetus to the hospital's multi-million dollar expansion and modernization campaign.

President Neil Ayer, in announcing Sen. Brooke's appearance, said, "We are especially pleased to be able to give the people of Beverly an opportunity to hear the Senator and to be able to tell them about the plans we have for the hospital."

The dinner, to be held in the high school auditorium, has been scheduled to acquaint residents with the hospital's multi-million dollar Master Plan.

SEN. BROOKE

Invitations to the dinner are being sent to a selected number of residents in the communities served by the hospital. Members of the Beverly Hospital Aid Association and local Girl Scouts are helping to address the invitations.

Campaign workers are now engaged in the $3 million drive for the hospital's planned expansion and modernization. The funds will provide new or expanded X-ray, outpatient, emergency, maternity, and laboratory facilities as well as improvements in other existing departments.

News 2/6/69

48 Complete Baby Sitting Course

BEVERLY — Beverly Hospital awarded certificates upon completion of a baby-sitting course to 48 girls from Beverly and Wenham. The course, free as a community service, was offered by the hospital to girls in Grades Seven and Eight.

Three sessions were offered on consecutive Wednesday evenings in January at the hospital from 7 to 8. A. S. MacDonald, M.D., chief of pediatrics at the hospital, gave the first session, "Medical Aspects of Baby Sitting." Dr. MacDonald discussed common minor illnesses of children, and treatment of minor accidents which occur frequently to children. He stressed the sitter's total responsibility for children in her charge. He also covered procedures for coping with a real emergency when it does occur.

Mrs. Sue McBride, R.N., instructor in obstetrics and infant care at Beverly Hospital School of Nursing, presented the second session, "Child Care With Feeling." She demonstrated feeding, bathing, and dressing the infant and care and entertainment of the older child.

Philip Davis, fire marshal at Beverly Hospital, presented the third program, "Fire Safety." He showed a color film, "Have a Wonderful Evening," followed by instruction in fire prevention and what to do in case fire does occur.

Certificates awarded to girls who attended two of the three sessions went to:

Leann Desantis, Wanda Deschenes, Deborah Donahue, Jan Durell, Helen Ferrante, Ann Fondanova, Heather Graham, Robin Kenney, Virginia Leck, Susan Modugno, Pamela Stewart, Margaret Tiberio, Debra Lundin, Judy Lundin, Julie Anderson, Rhonda Axelrod, Karen Barnico, Maryanne Boynton, Carol Catania, Nancy Cooper, Francine Foss, Lisa Gorman, Linda Hutchins, Cheryl Kantor, Denise Lawrence, Nancy LePage, Cheryl Lewis, Beth MacKillop, Kathy Marchese, Donna Pinciaro, Sharon Ritchie, Andrea Snow, Judy Trainor, Susan Willson, Candy Wilson, Cindy Wilson, Ramona Hubbard, Mary Ellen Murney, Cionna Buckley and Connie Pratt.

Girls from Wenham, members of Mrs. F. Stewart Black's Girl Scout troop, who won certificates are: Michele Bovee, Ann Armstrong, Wendy Dupee Gretchen Landry, Diane Lynch, Gail Perkins, Jane Wildes and Kate Herrick.

Waters Resigns Post At Beverly Hospital

News 2/12

BEVERLY — Richard S. Waters, director of Patient Services at Beverly Hospital, has resigned from the administrative staff to accept a similar position at Mercy Hospital in Portland, Maine.

Executive Director Craig S. Slater made the announcement today, noting that Waters will become Director of Public Relations and Development at the Portland facility in April.

Waters has been director of the Public-patient Relations Department of Beverly Hospital since he set up that section 3 years ago.

His new position will deal with program development, public relations, community education and fund raising.

A native of Brooklyn, N.Y., Waters was educated in Maine Schools and had lived in Portland before moving to Beverly. In Portland he worked for the Chamber of Commerce and news media in the area.

He is vice president of the New England Hospital Public Relations Association and a member of the Public Relations Society of the American Hospital Association. For the past 2 years he has served as director of the North Shore Mental Health Association and was recently elected a vice president of that association. He has been a member of the Beverly Community Center and Beverly Kiwanis.

Nursing School Director Feted By Colleagues on Anniversary

News 2/17/69

BEVERLY — Mrs. Alice W. Schindel, RN, director of Beverly Hospital School of Nursing, was honored by 20 members of the faculty and secretarial staff at the Sword & Shield.

The fete honored Mrs. Schindel on the occasion of the 10th anniversary of her appointment as director.

Mrs. Schindel was the recipient of an orchid, a money gift and a card of congratulations.

During her 10 years of service and leadership at the nursing school the school has increased its enrollment and doubled its teaching staff, and continuously improved and strengthened its program. It received its initial NLN accreditation in 1961. A re-survey followed in February 1967, after which the faculty was commended for the continued excellence of its nursing school program. Full accreditation was extended until 1973, the maximum accreditation period.

In reviewing the highlights of her 10-year association with the Beverly Hospital, Mrs. Schindel said:

"I was the eighth baby born, in the then 'new building on the hill' back in December 1908, and I returned as a pediatric patient of Dr. Peer P. Johnson's several times to its tiny children's ward, which is now a classroom in the Practical Nursing School.

"When Miss Mae Bartley, RN, who was the hospital's administrator, in January 1959 wrote to me, and asked if I would 'please come to Beverly to take over the nursing school,' it was an easy decision to reach, because in a way it was somewhat like coming home. I had always lived in Beverly. I graduated from Beverly High School in the class of 1926, and my mother still lives here.

"The total enrollment in the nursing school when I arrived in January 1959, was 70, with only 58 students in the nurses' residence, and 12 on affiliation. We somehow grew by leaps and bounds, those early years, and our faculty also increased in members and qualifications, until we reached a peak enrollment of 134 students in 1964.

"In spite of several remodeling projects to expand both the dormitory and classroom facilities, we were able to retain and maintain the homelike atmosphere of the residence, of which we are very proud, and also our individualized personal concern for each student's development as a person and a nurse. However, as changes in our curriculum called for more and more classroom facilities, we were obliged to cut back and limit the size of our entering classes to a maximum of 40 freshmen. Our current enrollment is now 112, which is still 42 more than in 1959.

"Twenty of my 30 years as a nurse educator have been spent in nursing school administration in California, Maine, and here, and 10 of the most challenging, and truly self-fulfilling years of my nursing career, have been spent right here at the Beverly Hospital School of Nursing. It has always been my own intent, and that of my wonderful faculty, to imbue each one of our nursing students with the same philosophy of commitment to the profession, and compassionate concern for the patient as a human being, with which my original 'boss' at Beverly, Miss Mae Bartley, so humanized and personalized the Beverly Hospital's patient care, for which this hospital has always been, and is second to none.

"No matter how technical and scientific our school program may become, or in what ways we may be required to change our program," she concluded, "we shall continue to give top priority in our student teaching to the concept of the therapeutic value of compassionate concern for each patient as a person, as part of any nurses' ministrations, so long as I serve as the school director of this school."

(Staff Photo)

$75,000 PRESENTATION — Officers of the Beverly Hospital Aid Association are welcomed warmly by Dr. Richard E. Alt as they present signed pledge representing a $75,000 contribution to the hospital modernization fund for plant expansion. With Dr. Alt, campaign chairman (from left), are Mrs. John M. Bradley of Manchester, association president; Mrs. E. Miles Herter, also of Manchester, first vice-president; Mrs Moses Knowlton Jr. of Wenham, treasurer, and Mrs. George Putnam Jr. of Manchester, second vice-president.

Beverly Hospital Benefit

BEVERLY — The Beverly Hospital Aid Association has organized a casting evening today at 6 for the benefit review, "In Stitches." It will be held in the United Shoe Country Club.

Try-outs and casting will take place. The director from the Cargill Production Organization will be there, and a few of the songs and sketches from the show will be presented for the first time.

"In Stitches" will be performed in Briscoe Junior High School the evenings of March 7 and 8. The cast will consist of local talent exclusively, and anyone interested in taking part should call Mrs. James Hewson in Beverly Farms or Mrs. E. Miles Herter in Manchester. Proceeds will go towards the Beverly Hospital building program.

21 Get LPN Caps In Hospital Fete

Nurses 2-3

BEVERLY — The traditional capping ceremony and lighting of candles which mark a new phase in the education of a nurse at Beverly Hospital School of Practical Nursing was enhanced Friday night by a touch of folk atmosphere.

Accompanied by Bonnie Wolfe of Saugus who played a guitar, Eileen Eastwood of Beverly and Sherry Powers of Jefferson sang "Sunrise, Sunset." Linda Avard of Marlboro sang "Climb Every Mountain."

Twenty-one students received their nurses' caps during the program in the hospital auditorium.

Miss Wolfe, president of the Class of 1969, welcomed the assemblage and Carole Merchand of Beverly, vice president, offered a prayer for capping.

Mrs. Margaret E. Fitzpatrick, director of the School of Practical Nursing, extended greetings on behalf of the hospital and school.

Mrs. Mary Nolette, nominated by the class as class adviser, extended congratulations to the students.

"History of the Cap" was presented by Sharon Spychala and a reading, "What Is a Student Nurse," was presented by Rebecca Chapman.

Music was provided by Mrs. Alvin Craig at the piano and by the students singing "The Impossible Dream" and "One Little Candle."

Following the ceremony the students received their guests and had refreshments.

Receiving caps were Jane L. Crandall, Eileen M. Eastwood, Ruth V. Fultz and Carole L. Marchand of Beverly, Phyllis A. Morency and Sharon A. Spychala of Salem, Donna M. Beliveau, Jeanne M. Nevins and Mariann Zalensky of Lynn, Julie M. Anderson, Pamela L. Salo and Nancy J. Drohan of Rockport, Bonnie J. Wolfe of Saugus, Linda F. Avard of Marlboro, Mary E. McLean of Brighton, Anne E. Nevins of Chelmsford, Sherry L. Powers of Jefferson, Cynthia Ramos of Fairhaven, Sallyann M. Bashiloff of Colchester, Conn., Rebecca L. Chapman of Waterville, Maine, and Gail L. Cook of Brandon, Vt.

'Nurse of Year'

(Staff Photo)

NURSE OF THE YEAR — Miss Paula Marie Boyle of Melrose, right, has been elected Student Nurse of the Year at Beverly Hospital School of Nursing by the Student Government Association of the school. The daughter of Mr. and Mrs. Lawrence Boyle of Melrose, Miss Boyle was chosen on the basis of rigidly enforced standards. She is automatically named candidate for similar contests leading to election of the Massachusetts Student Nurse of the Year. With Miss Boyle are Mary Luciano, left, of Livermore, Maine and Grace Cookson of Peabody.

ed as a candidate at ursing school's annual are rigidly enforced by ents, and are difficult to hese include: a record rior scholastic achieve- utstanding clinical nurs- formance, with demon- potential for excellent ncy as a future regis- rse; demonstrated lead- bility and aptitude; the standards of personal fessional integrity and a sincere concern for w man, with deep and ionate consideration for are of her patients; and mplary record in her school as a student and citizen. A special com- objectively evaluates potential senior student es, using a graduated stem for each item. The ghest scoring senior stu- re nominated as candi- r the school's Student f the Year, voting by allot to follow.

Grace Cookson, Peabody High School, '66, daughter of Mr. and Mrs. Earl Cookson, Lowell Street, Peabody, and Miss Mary Luciano, an honor graduate of Livermore Falls High School, '66, daughter of Mr. and Mrs. Mario Luciano of Church Street, Livermore Falls, Maine, both students members of the graduating Class of 1969 at the Beverly Hospital School of Nursing, were candidate runners-up for Beverly's 1969 Student Nurse of the Year.

Miss Boyle has been active in co-professional activities at the nursing school and in the Student Nurses Association of Massachusetts. She has served as the school's delegate to the National Student Nurses Annual Convention.

An all student - all faculty Valentine Tea was held in her honor on Thursday, Feb. 13, from 3 to 5 p.m. in the living room of the nurses' residence.

Miss Boyle was presented with a bouquet of American Beauty roses.

Salem, at 6 p.m. Thursday. He said his car was struck and

Hospital Fund Drive Reaches $720,680.48

BEVERLY — At a report meeting of the Advance Gifts Committee of the Beverly Hospital Expansion and Modernization Fund held Thursday at Neil Ayer's barn in Wenham, the committee reported a total of $720,680.48 raised thus far toward that committee's goal of $1 million.

Attending were members of the Advance Gifts Committee, Directors of the hospital's Board, and members of the Fund Drive Steering Committee.

Ayer also announced that the Beverly Hospital Aid Association has pledged $75,000 toward the fund. Aid officers Mrs. John M. Bradley, Mrs. E. Miles Herter, and Mrs. George Putnam Jr., all of Manchester, and Mrs. Moses Knowlton Jr. of Wenham, presented the pledge to Dr. Richard E. Alt, Campaign Chairman, at his home last week.

The total amount raised to date by all divisions involved in the 3 and 4 million dollar campaign will be announced at the hospital's Community Dinner to be held Feb. 21 at 6:30 p.m. in Beverly High School Cafeteria.

Senator Edward W. Brooke will be the featured speaker at this event and Representative Francis W. Hatch Jr. will act as master of ceremonies. The dinner is free and no solicitation will take place at that time. The primary purpose of the dinner is to inform the community about the hospital's current problems and its plans for the future.

Additional information about the dinner may be obtained at the campaign office at 324 Cabot St., Beverly.

Sen. Brooke to Speak In Beverly Friday

BEVERLY — A free chicken dinner for 500 and a formal speech by U.S. Sen. Edward W. Brooke (R-Massachusetts) are on tap in Beverly Friday evening.

But you'd better hurry up and make a reservation if you want to attend. The reservation list closes today, according to Miss Charlotte Clem, publicity chairman for the Beverly Hospital fund drive.

Sponsored by the Beverly Hospital Fund Drive, the dinner is scheduled to start at 6:30 p.m. Friday in the BHS cafeteria. The main purposes of the dinner are to bring Brooke to Beverly for the first time since his 1966 election and to tell the people how much money has been raised to date in the hospital's drive for a $4 million building campaign.

How much has been raised? Miss Clem was asked.

"We're not telling. We're saving that for the Friday night dinner," she replied. Miss Clem also said that an unidentified "friend of the hospital" is picking up the tab for the free chicken dinner that will be served the 500 Friday night.

Sen. Brooke is expected to deliver a major address at the dinner. His topic has not yet been released but he will doubtless talk about government health programs and possibly the controversial ABM missile system in Andover favored by his GOP House colleague William H. Bates.

Sen. Brooke has also scheduled a formal news conference Friday at 5:30 p.m. in the teachers dining room at the high school.

It is expected that local press, Boston press and TV newsmen will cover the conference, for which Brooke ha set aside one full hour.

From there, the state's junior senator will go to the cafeteria, where he will be a head table guest along with fellow Republican State Rep. Francis W. Hatch Jr., who will serve as toastmaster.

Other head table guests will include Hospital President Neil Ayer and Dr. Richard E. Alt, general chairman of the campaign drive.

See BROOKE Page 10

ARRANGEMENTS COMMITTEE — Members of the Beverly Hospital fund drive arrangements committee, who will supply table decorations for the community dinner to be given Friday, February 21, at the Beverly High school include from left, Mrs. Russell J. Rowell, chairman, of Beverly; Mrs. Donald L. Miller of Hamilton; Mrs. Frank E. Bixby of Wenham; and Mrs. Gilbert L. Steward, Jr. of Topsfield.

HEART LEADERS KICKOFF DRIVE — Northeast Chapter, Massachusetts Heart Association, Region II Heart Fund leaders met recently at Neill Ayer's Estate, Wenham, to launch the 1969 campaign. Left to right are: Seated, Arthur Cuneo, Heart Sunday chairman; former Sen. Philip Graham, general chairman; Mrs. Robert Moulton, special gifts chairman, and Dr. Philip Herrick, speaker. 2/21 News

(Staff Photo)

HOW IT'LL BE SPENT — Neil R. Ayer, president of Beverly Hospital, has an interested audience as he points out details of hospital expansion to be financed by fund-raising campaign under way with a $3-million goal. With Ayer at community dinner at Beverly High School are (from the left) William L. Moody, residential committee co-chairman for the campaign; Russell W. Copeland Jr., commercial gifts chairman, and Sen. Edward W. Brooke, principal after-dinner speaker.

900 Hear Appeal To Back Hospital

7/22

BEVERLY — An enthusiastic turnout of nearly 900 persons packed the high school cafeteria Friday night for a community dinner sponsored by the Beverly Hospital Expansion and Modernization Fund.

The main speaker was Sen. Edward W. Brooke. The Bay State's junior senator called upon those served by the facility to assist in making Beverly Hospital more responsive to the requirements of modern medical care by improving the hospital's physical attributes.

"By improving and expanding its service to the community," Sen. Brooke said, "you can serve as a model for communities throughout the country.

"To nourish fellowship and offer comfort are the great mission before this institution. I urge you to consider the challenge and accept it as I know you can."

Following Sen. Brooke's address, hospital President Neil R. Ayer announced that more than $1,900,000 already has been pledged toward the $3 million goal set for the current expansion program of the 75-year-old institution.

Ayer declared the dinner served as a tribute to the employes of the hospital who have pledged almost $90,000 to the modernization fund, although hospital workers are among the lowest paid wage earners in the country.

Miss Anna E. Allen, chairman of the hospital employes solicitation was presented with a bouquet of flowers as a token of appreciation from the hospital administration to the employes for their efforts on behalf of the fund drive.

Dr. Richard E. Alt, chief of the Department of Surgery and chairman of the fund-raising campaign, explained the proposed expansion program, which calls for:

- New outpatient and emergency departments.
- Expanded radiology facilities.
- Enlarged pathology department.
- Relocated and enlarged surgery department.
- 95 new or relocated beds, bringing the total number of 295.
- Planning for future expansion to 350 beds when the need arises.
- Installation of air conditioning and increased boiler capacity.
- Expansion and remodeling of the 1940 building to a 1970 building. In the process, the 1922 Torrey Building will be replaced.
- New and expanded maternity unit, nursery and delivery suite.

State Rep. Francis W. Hatch, Jr., R-Beverly, served as master of ceremonies.

At the head table were Russell W. Copeland, Jr., commercial gits committee chairman: Craig S. Slater, executive director of the hospital; William L. Moody, residential committee co-chairman; Russell B. Clark, special gifts co-chairman; Neil Ayer, Miss Allen, Sen. Brooke, Miss Mae A. chairman and past hospital ad- Bartley, honorary campaign ministrator; Dr. Alt and Rep. Hatch.

Also Dr. Albert E. Parkhurst, honorary campaign chairman; Amelio Cucinelli, residential committee co-chairman; S.K. Derderian, industrial chairman, and Henry H. Meyer, Jr., special gifts committee co-chairman.

At a lower head table were the Rev. and Mrs. James Baker, the Rev. Lawrence J. Doyle, Curate of St. John the Evangelist church; Mrs. Henry Meyer, Mrs. Amelio Cucinello, Dr. and Mrs. Jacob H. Fine, Dr. and Mrs. A. Leonard Senecal, Mayor and Mrs. James A. Vitale; Mrs. Alt, Mr. and Mrs. Burton Phillips, Neil and J. Douglas, Mr. and Mrs. John Bradlee, Mr. and Mrs. John C. Kelleher Jr., Mr. and Mrs. J. Mattocks White and Mrs. S. K. Derderian.

Father Doyle offered the invocation and the Rev. Mr. Baker delivered the benediction.

A telegram of congratulations, received from Gov. Francis W. Sargent and addressed to Dr. Alt, read by Rep. Hatch.

CONGRATULATIONS — Sen. Edward W. Brooke congratulates Miss Anna E. Allen, employes division chairman, for her active participation in the current Beverly Hospital fund-raising drive. Dr. Richard E. Alt, second left, is general chairman of the campaign. Miss Mae A. Bartley, second right, former hospital administrator, is honorary chairman. Sen. Brooke was the keynote speaker at the community dinner held in the high school auditorium Friday night.

NEWS
2/22

(Staff Photo)

HOSPITAL REPORT CONFAB—Neil Ayer's "barn" on Larch Row, Wenham, was the setting for this four-way discussion in an "aside" during a report meeting of the Myopia group for Beverly Hospital's bulding fund. Huddling here (left to right) are Dr. Richard E. Alt, Beverly; Tarrant Cutler, Manchester; Mr. Ayer, advance gifts chairman of Wenham and president of Beverly Hospital; and J. Mattocks White, Beverly.

Times 1/24

SUNDAY HERALD TRAVELER
February 23, 1969
section 3
SOCIETY—NEWS FOR WOMEN
MEDICARE MAILBOX

REVUE TO AID HOSPITAL

The North Shore is looking forward to the Beverly Hospital Aid's talent revue, "In Stitches." It will take place on the evenings of March 7 and 8, at 8:30, at the Briscoe Junior High School in Beverly. The cast will consist of local talent exclusively and rehearsals are now in progress. Most of the seats are reserved and since a sell-out is expected, better get yours early from Mrs. George Putnam Jr., of Manchester, ticket chairman. Mrs. Sears Winslow of Manchester is chairman of the revue. The proceeds will go to the Beverly Hospitals' Building Fund.

ALISON ARNOLD

(Photos by James K. O'Callaghan)

(**Above**) Examining a costume are (left Glovsky and Mrs. George Spear of Bev Wykoff and Mrs. Gordon Abbott Jr. of M

(**Above**) ed by this costume are (left to right) Mrs. Louis am, Mrs. E. Miles Herter of Manchester and Mrs. enham, at whose home these pictures were taken.

(**Above**) Hats of another era amaze Mrs John M. Bradley and Mrs. Sears Winslow Winslow is chairman of the revue.

Situation Seen Critical In Overcrowded Hospital

News 2/27

BEVERLY — "The situation has become critical."

That is the opinion of Beverly Hospital officials concerning outmoded and overcrowded facilities at the Garden City health care center.

The outpatient and emergency departments are reported overcrowded and larger emergencies place a heavy strain on both departments' "already inadequate space."

A hospital fund raising campaign brochure reports that "surgeons are performing far too many operations in small, cramped rooms, the X-ray department is harried by limited quarters and a rapidly growing patient load, and laboratory personnel have given up working space to accommodate new equipment."

Hospital President Neil R. Ayer put it this way: "Our hospital is overcrowded in certain vital areas; at least one of our major buildings is antiquated beyond repair, and approximately 20 percent of our hospital beds no longer meet modern standards."

Beds in the Torrey Building, in use since 1922, are situated in areas and under conditions no longer acceptable to hospital accrediting agencies. The building will be replaced during the hospital's Expansion and Modernization Drive.

A state Department of Public Health survey of 175 hospitals in the commonwealth recently listed Beverly Hospital first in need of new construction and third in need of modernization.

In an effort to satisfy those needs, hospital officials have embarked on a $3 million "Building For Life" fund raising campaign to finance a long range expansion program.

Guided by a report titled, Master Plan for Beverly Hospital, the Board of Directors will initate the two stage program designed to bring the patient capacity to 500 and provide larger and more modern X-ray department, pathology laboratory and surgery department.

Prepared by Ritchie Associates Inc., Architects — Engineers, of Chestnut Hill, the Master Plan was presented to the board in March 1968. The campaign was begun a few months later.

To date, according to President Ayer, $1,900,000 has already been pledged to the goal.

Total cost of the project has been pegged at $7 million with $2.75 million to be borrowed, $250,000 provided by the federal government under the Hill Harris act, and $1 million to come from the fund for Medical Progress, initiated by the directors 7 years ago as a means of getting a head start on the present drive.

Specifically the current phase of the program will provide:

—New outpatient and emergency departments;

—Expanded radiology facilities,

—Enlarged Pathology department,

—Relocated and enlarged surgery department,

—95 new or relocated beds, bringing the total to 295 and paving the way for further expansion,

—Installation of general air-conditioning and increased boiler capacity,

—New and expanded maternity unit, nursery and delivery suite, and

—Expansion of the 1940 building to 1970 standards while replacing the 1922 Torrey building.

The hospital currently serves more than 180,000 people located in Beverly, Boxford, Essex, Danvers, Georgetown, Gloucester, Hamilton, Ipswich, Manchester, Marblehead, Peabody, Rowley, Salem, Topsfield, and Wenham. By 1975, the total population of that area is expected to pass the 235,000 mark.

(Staff Photo)

COMMITTEE FOR HOSPITAL SHOW — Members of the committee for the Beverly Hospital Aid's variety show to be presented March 7 and 8 in the Briscoe Junior High School, Beverly, conducted a talent search recently in the barn at the home of Mrs. Neil Ayer, Larch Row, South Hamilton. From left, Mrs. Donald L. Miller of Hamilton, who is in charge of properties; Mrs. C. Henry Glovsky of Beverly, public relations; Mrs. John Bradley of Manchester, president of the Beverly Hospital Aid Association, and Mrs. Sears Winslow of Manchester, show chairman.

James 2/1

Hospital Aid Variety Show

Got Talent? Join 'In Stitches' Cast

BEVERLY—The Talent Committee for the Beverly Hospital Aid's variety show, "In Stitches," is conducting a search locally for people who can sing, dance, act or are otherwise attracted by the smell of greasepaint and the roar of the crowd. Anyone over 18 interested in being a part of this early spring production should contact either of the Talent Committee's co-chairmen, Mrs. James Hewson of Beverly or Mrs. E. Miles Herter of Manchester.

"In Stitches" will be a review of our changing times, starting with the turn of the century and leading to the present. It will be presented at the Briscoe Junior High School the evenings of March 7 and 8 to benefit the

Mrs. Robert Howard (left) and Mrs. egina Roberts, both of Manchester, ing the dance popularized in 19th ntury Paris.

Hospital Talent Show

You'll Be 'In Stitches'

Herald 3/6

BEVERLY — Announcements of cancellations of school, club and business activities were numerous the past few storm-wracked weeks, but there were none for the cast of the Beverly Hospital Aid's talent revue, "In Stitches." The program will take place as scheduled Friday and Saturday in Briscoe Junior High School at Sohier Road and Colon Street.

In the spirit of the trouper, members of the cast, under the direction of the show's chairman, Mrs. Sears Winslow; the Beverly Aid chairman, Mrs. John M. Bradley, and the talent co-chairmen, Mrs. E. Miles Herter and Mrs. James S. Hewson, met revised rehearsal schedules despite snowdrifts, unplowed streets and power failures.

Director Calvin Swanson reports that he has such a talented group of men and women in the show that he has been able ot get just as much done with fewer rehearsals. Los Angeles-born Swanson, now of New York, was snowbound without heat and electricity for two days, but considered it a great adventure.

The show is full of surprises and talent. There are fast-moving dance numbers, solos, skits and a kick line of talented beauties. There's something for everyone from the Can-Can, to a Latin dance number, a spirited "boop boop-a-doop" routine from the '20s and a waltz. Hit songs for the show have been written by Mrs. Samuel L. Batchelder of Beverly Farms and Tom Cooke of Manchester.

Among those who will be dancing and singing in "In Stitches" are Dr. and Mrs. James Hewson of Beverly Farms, Mr. and Mrs. William Pescosolido of Ipswich, Mrs. Madelyn Dunn of Manchester, Dr. Alexander S. MacDonald Jr., Mr. and Mrs. Guenther Rudenberg, Mr. and Mrs. James Hosman and Mayor James A. Vitale of Beverly.

Mayor Vitale's partner for the waltz number will be Mrs. J. Lawrence Tobey of Hamilton. Also featured in the waltz will be Adm. and Mrs. Harry Hull of Manchester and Alderman and Mrs. William Cahill of Beverly.

Mr. and Mrs. George M. Proctor, Mrs. Howland Seabury, Mr. and Mrs. Austin K. Smithwick, Mr. and Mrs. Richard K. Thorndike, Mr. and Mrs. Ross Whittier and Mr. and Mrs. I. Vaughan Woodbury of Beverly Farms.

Dr. and Mrs. Donald F. Booth, Mrs. Gardner A. Norton and Mr. and Mrs. Gilbert Steward of Topsfield; Mr. and Mrs. Cornelius C. Felton, Jr., Mr. and Mrs. Caleb Loring Jr. and Mr. and Mrs. Richard K. Thorndike III of Pride's Crossing; Mr. and Mrs. William V. Ellis of Gloucester, Mr. and Mrs. Richard Loud of Ipswich; Mrs. Sumner Pingree, Mrs. Gordon C. Prince and Mr. and Mrs. Glen Potter of Hamilton.

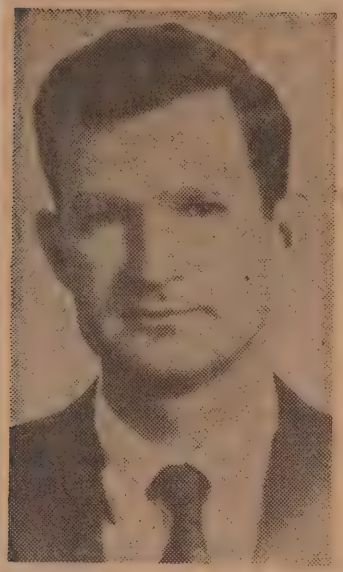
(Staff Photos)

(Staff Photo)

LPN CAPPING—A little swing music was injected into capping ceremonies of Licensed Practical Nurses' graduation exercises held in Beverly Hospital auditorium. Three members of the class sung a medley of rock 'n roll songs, while a fourth member accompanied them on her guitar. From the left are Eileen Eastwood, Bonnie Wolfe, Linda Avard and Sherry Powers.

Hospital Drive Aides Named

News 3/10



RUSSELL B. CLARK

HENRY H. MEYER JR.

BEVERLY —Dr. Richard E. Alt, chairman of the Beverly Hospital Expansion and Madernization Fund announced that Russell B. Clark and Henry H. Meyer Jr., both of Hamilton will head the special gifts division of the drive.

A kickoff dinner for the division is scheduled tonight at the Myopia Hunt Club in Hamilton. More than 100 will attend.

Clark and Meyer will head an organization of 86 residents of communities by the hospital. Assistant leaders are Benjamin J. Williams and Laurence M. Kearns of Beverly and E. J. Reinhalter of South Hamilton.

Captains include Walter Smith, Ted Raymond, and C. A. Pescosolido of Ipswich; Steadman Amory of Rowley; High C. Ward Jr., Alexis Mahan, Jr., Vincent M. Jones, Edward Rowland, Forrester A. Clark Jr., and Richard Kennedy of Hamilton; John Kimball Jr., of Topsfield; David Dearborn of Wenham; Mrs. F. Weston Clark, Mark D. Cronan Jr., Mrs. George R. Frazier, John Cole ,and James Polese of Beverly; Charles B. Everett, Julian Beqien, Richard Francis and Robert M. Crook of Manchester.

Clark is a graduate of Harvard College and is currently a director of Beverly Hospital and is a trustee of the Massachusetts Horticultural Society.

Mr. Meyer and his wife are also Hamilton residents. He is a graduate of Harvard and is currently vice president of Investment Counsel at Eaton & Howard Inc. 'Meyer is a director and secretary of Morgan Memorial, a trustee of the Belmont Hill School, a member of the Hamilton Finance and Advisory Committee.

Nurses Cited For 733 Visits

News 3-13

BEVERLY — President Miss Mae A. Bartley of the Beverly Visiting Nurse Association was joined by her board of directors in issuing a joint "thank you" to the staff of registered nurses for their valiant efforts in continuing service to urgent cases during and after the recent record snowfalls.

Among those cited at Wednesday's March meeting were Mrs. Barbara Greenwood, administrative nurse; Mrs. Gertrude Brown, Miss Paula Moen and Area Director Mrs. Audrey Burgess.

Office secretary, Mrs. Carrie Hollis was cited for "uninterrupted service in the office for all emergency calls."

In her report to the Board of Directors Mrs. Greenwood said the VNA nurses had completed a total of 733 visits to patients during the first two months of the year, in spite of some limitation of calls the last two weeks in February due to inclement weather and possible travel and parking conditions.

Miss Vera Griffin, of the Massachusetts Department of Public Health, reported that Dr. Anthony S. Patton, chairman of the executive committee of the North Shore Planning Council, will be the guest speaker at the annual meeting of the Beverly VNA, to take place Monday, April 14, at 8 p.m. in the Beverly Hospital Auditorium. "I wish to impress the Board at the time that all VNA members and the public who are interested, are invited to attend this meeting and will be most cordially welcomed," she said.

In making her report, Association President Mae Bartley disclosed that a total of 4,370 visits on patients had been made by Beverly VNA nurses in 1968, as compared to 1,371 for the same period, when established six years ago.

President Bartley also revealed that the contract has been awarded for construction of an addition to the small building at the right of the main driveway to the hospital, to eventually house the Beverly VNA facility, in addition to the present occupants, the Social Services Sept. of the Beverly Hospital.

MISS MAE A. BARTLEY
... commends nurses

Present at the March Board meeting, in addition to Pres. Mae Bartley and recording secretary Miss Ann M. Ganley, were: Mrs. Doris Cole, Miss Vera Griffin, Mrs. Katherine Fine, Mrs. Charlotte McGinn, Miss Kathleen Stirling, Mrs. Barbara Greenwood, Mrs. Gertrude Brown, Miss Paula Moen, Mrs. Audrey Burgess, Ross M. Vickers and Laurance S. Hovey.

Derderian Aids Hospital Drive

News 3-13

BEVERLY — Atty. S. K. Derderian, 45 West St., has been named to head the Industrial Gifts division of the Beverly Hospital Expansion and Modernization Fund.

Derderian was city solicitor under former Mayor Carl V. Joslin.

Atty. Derderian and his committee will be responsible for contacting more than 90 industrial concerns on behalf of the hospital.

The group hopes to raise a significant portion of the overall $3 to $4 million goal of the drive. Assisting Derderian will be Louis Cortucci of Hamilton and James Crippen.

More than $1.9 million has been raised for the hospital to date. This announcement was made at a dinner for more than 800 interested residents recently in Beverly High School. More than $1 million of this amount was contributed by employes of the hospital, doctors and the hospital's directors.

Mr. Derderian is vice president and general counsel for the Ventron Corporation and a partner in the law firm of Joslin and Derderian. He is a graduate of Bates College and received his L.L.B. from Northeastern University. Mr. Derderian has been active in other community activities including the Chamber of Commerce, Rotary, YMCA, Boy Scouts, and United Fund. He is also a director of the hospital.

News 3-15

Pre-Capping Tea Big Hit

BEVERLY — The Beverly Hospital Aid gave a tea for student nurses and their mothers.

The living rooms of the Nurses' Residence took on an atmosphere of spring. Mothers came from Maine to Connecticut.

Mrs. George Putnam, chairman of the tea, greeted Mrs. Alice Schindel, director of the Beverly Hospital School of Nursing. Mrs. Vivian Hislop and several teachers were also present. Hospital Aid members who helped Mrs. Putnam were Mrs. R. Forbes Perkins, Mrs. C. C. Felton, Mrs. James Richardson and Mrs. George R. Spear.

The tea table was laden with foods planned by Mrs. Virginia Poulen and served by Mrs. Dora Osvray, assisted by volunteers Val Walsh and Barbara Pinkham.

37 Nursing Students Capped in Beverly

BEVERLY — The 3-year Beverly Hospital School of Nursing, held its 76th annual capping exercises at the new Beverly High School auditorium, granting the school cap to each of the 37 freshmen students.

A large audience was welcomed by Mrs. Alice W. Schindel, R.N. M.A., director of the School of Nursing, who presided. She was assisted in the ceremony by Miss Felice Belair, R.N., B.S., chairman of the basic nursing program, who presented each young woman for her nurse's cap. Miss Jane Bartlett R.N., B.S., instructor of physical sciences, and Mrs. Carole Barton R.N, B.S., assistant chairman and instructor of basic nursing, assisted with the capping.

The president of the Student Government Association, Miss Deborah Wollenhaupt, Class of 1969, of Swampscott, spoke on the symbolic meaning of the Beverly Hospital cap.

Miss Ellen Marie Quigley of Beverly, daughter of Mr. and Mrs. Dennis F. Quigley and president of the Class of 1971, described the hopes and experiences during her previous 6 months as a freshman nursing student.

Mrs. Schindel spoke on nursing in a technology-oriented and frightened world.

The Rev. John Scalamonti, M.S., of LaSalette Seminary, Ipswich, spiritual adviser for the nursing school's Newman Club, gave the invocation and benediction.

Greetings were extended by Neil Ayer of Hamilton, president of the Beverly Hospital Board of Directors; Craig Slater of Manchester, hospital executive director; Joseph P. Commette, M.D., of Beverly on behalf of the medical staff, and Mrs. Jacob H. Fine of Beverly, advisory committee member on behalf of its committee membership.

The school chorus, directed by Robert Littlefield of Newburyport, sang.

The Florence Nightingale pledge was recited in unison by the 37 newly capped freshmen, holding their tiny Nightingale lamps, each with a lighted candle, in the silent and darkened auditorium.

The student government president, Miss Wollenhaupt, served as the symbol of Florence Nightingale. She held a large Nightingale lamp from which each newly-capped student took the flame for her "one little candle."

Of the 37 freshmen, 8 were from Beverly: Janet Archer, Paulette Breton, Jean Gendron, Jean Gillis, Jacqueline Griffin, Elaine Juralewicz, E. Marie Quigley and Lynda Wilkins; 2 from Lynn: Mary Carroll and Michelle Hughes; 1 from Swampscott: Sandra Bickford; 1 from Peabody, Carol Avellino; 1 from Wakefield, Janice Howe; 1 from Danvers, Barbara Harding; 1 from Ipswich, Dianna Putur; 1 from Georgetown, Janet Batson; 1 from Groveland, Susan Ottani; 1 from Newburyport, Kathleen Cary; 1 from West Newbury, Jill Waring; 1 from Bradford; Kathleen Levis; and 2 from North Andover, Kathleen Oakes and Marilyn Willis.

Three students were from greater Boston, 2 were from other parts of Massachusetts and 10 were from other states.

Capping Ceremonies Held

CAPPING CEREMONIES — Following traditional capping ceremonies at Beverly Hospital School of Nursing are local students, Janet Archer of 37 Mason St., Elaine Suralewicz of 7 Union St., Jeanne Gillis of 19 School St., Jackie Griffin of 46 Williams St. and seated Paulette Breton of 15 Virginia Ave.

(Silver Photo)

News 3/24/69

Copeland To Head One Division Of Beverly Hospital Fund Drive

BEVERLY — Russell W. Copeland Jr., will head the commercial gifts division of the Beverly Hospital expansion and modernization fund. Copeland and his group will contact nearly 500 businesses in the hospital's service area in order to reach their goal of $200,000.

"Small businesses in this area have never been asked to give toward a hospital capital building program before," Copeland said. "Therefore, we feel businesses are going to be able and willing to support this campaign in a major way. All of us in the service area know how important it is to have a first class Hospital has always been that hospital nearby. The Beverly kind of hospital and we want to insure that it will be in the future."

RUSSELL W. COPELAND JR.

Copeland will be assisted by John Ludwig, Joseph Wade, Sheldon Norwood, Neil Murray, Robert Aiken, Stuart McKenzie and Weldon Dronsfield.

Copeland graduated from Gordon College and is currently retail manager of Johnny Appleseed's. He is treasurer of the Kiwanis Club, trustee of the First Presbyterian Church of Hamilton, director of the Beverly Chamber of Commerce, and a member of the retail advisory board of North Shore Community College. Copeland has also worked on the Beverly United Fund.

The funds raised will be used toward a multi-million dollar program that will add expanded radiology, laboratory, maternity, nursery, kitchen, intensive care and coronary care facilities. The new addition will also include 95 additional beds. Over $2 million has been raised to date toward the project. Approximately $1 million of this came from donations of the hospital employes, directors and medical staff.

Letters to the editor

Salem News 3/22/69

BEVERLY HOSPITAL PRAISED

To The Editor:

Through an accident that occured to my young son while recently visiting in Wenham I became acquainted with The Beverly Hospital throughout his 20-day stay.

As "the girl who introduced (pediatric) 'rooming - in' to the Bellingham, Washington, hospital" and has been hospitalized (in the best from San Francisco to the East Coast — ergo a familiarity with hospitals — can only say that:

I have never been so impressed with a hospital, from the emergency treatment to the extraordinary staff, (the Doctors Risley and Page), and especially the peppy, professional nurses who run around - the -clock, answering every buzzer promptly, never showing anything but T.L.C. to the worried parent as well as the patient.

There is a wonderfully warm atmosphere in the Beverly Hospital, starting at the front desk, who gave my little girl a job to do, breaking up long waiting hours in a strange lobby. It is truly an extraordinary hospital.

In appreciation I personally am going to make a pledge to the hospital's building fund. I strongly urge all those who rely upon the facilities of the Beverly Hospital to appreciate its worth and help the building fund attain its aspirations. I'm sure no pledge would be too small. Every penny and every dollar will count. Why not write that check tonight? It's tax-deductible.

My belated appreciation, also, to the Beverly Police Department who executed the transportation of my son from a "snowed - in - road" to the hospital with the greatest of care.

MARY PREMO FELIX
Norwalk, Conn.

Welcome Visitor

Miriam McDuff, 7, the daughter of Mr. and Mrs. Lucien McDuff of Magnolia Avenue, Manchester, beams at a visiting Easter bunny who Friday toured the children's ward of the Beverly Hospital. The bunny, Mrs. Donald Silver, of Beverly, brought candy and coloring books to the youngsters, courtesy of the Womens Division of the Beverly Chamber of Commerce. Miriam entered the hospital Wednesday with an infection and has been undergoing tests since, her mother said. As with many of the younger persons there Miriam will get a short respite for Easter, being allowed to go home from 10 a.m. to 4 p.m. Sunday.

Times 4/5/69 (Wolkin Photo)

Hospital Residential Drive Will Begin

Times 4/5/69

BEVERLY — A residential drive for the Beverly Hospital will begin April 15 in Beverly, Hamilton, Wenham, Manchester, and surrounding towns. Kickoff meeting for the committee at the Beverly High School Tuesday, April 15. Highlighting the evening will be a dessert smorgasbord prepared by the hospital kitchen and volunteers from the campaign committee.

The residential organization has been growing for several weeks. More than 300 persons have volunteered their help to date and volunteers have been coming forward at the rate of 50 to 60 a day, according to campaign headquarters.

At the kickoff, workers will be asked to select the names of five to 10 prospects they would like to contact. They will be encouraged to seek pledges over a three year period to help complete the $8 million building program planned by the hospital. Amelio Cucinelli, co-chairman stressed that the residential drive will differ from other fund drives. "We will not be coming back to people on a yearly basis but we do hope people will consider making a pledge over a three year period. This is a capital building fund drive. The last drive for the hospital was in 1957 and the general public was not asked to contribute then. In fact, I don't think the hospital has ever gone to the public before."

Campaign officials hope to complete the residential portion of the drive in a few weeks. Any person who would like to help on the drive should contact campaign headquarters at 324 Cabot St., Beverly, 927-3220.

RETIREMENT PARTY — Craig Slater, right, administrator of the Beverly Hospital, presents gift to Richard Waters as the guest's wife looks on during retirement party. Waters has headed up the public relations department for the past 3 years. He resigned recently and returned to his native Maine.

Fred Abodeely

4/11/69 Evening News

RETIRES AFTER 40 YEARS

Mrs. Janet Wilson, epidemiologist at Beverly Hospital, was honored recently at 2 luncheons on the occasion of her retirement after 40 years of service.

Working under the direction of Nicholas J. Fiumara, M.D., M.P.H., director of the Division of Communicable and Venereal Diseases of the Massachusetts Department of Public Health, Mrs. Wilson has been the epidemiologist at Beverly from 1939 until April 1 of this year. Her clinic has served all of Northeast Essex County from Salem to Haverhill to Gloucester.

More than 50 of her fellow employes attended a surprise luncheon for her at the Commodore Restaurant. Craig S. Slater, executive director, presented her with a gold necklace from all of her friends at the hospital.

Dr. Fiumara, his staff and epidemiologists from all of the regional clinics in Massachusetts, attended another luncheon in Mrs. Wilson's honor and presented her with a ruby pin.

Mrs. Wilson, a resident of Wenham, was graduated from the Beverly Hospital School of Nursing and served in several nursing, supervisory and administartive roles before assuming her most recent position.

WEST BEACH

4-12-69

Kudos for Volunteers From Beverly Hospital

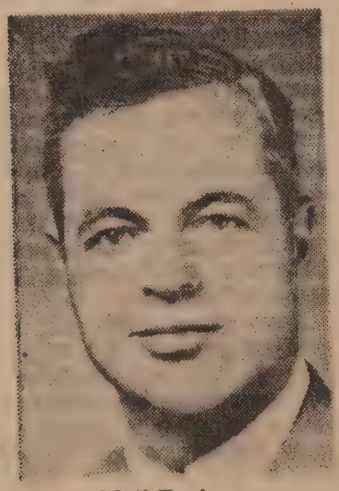
Times 4/22/65

BEVERLY — Neil R. Ayer of Wenham was the principal speaker at the annual Recognition Meeting for Volunteers at Beverly Hospital on Wednesday, April 16 at three o'clock in the hospital auditorium.

A total of 136 volunteers were honored including 48 teen-agers, many of whom have given over 500 hours of service.

As president of the Beverly Hospital, trustee, of Children's Hospital Medical Center and member of the Trustees Advisory Council of the Massachusetts Hospital Association, Ayer brought considerable experience and know-how to the complex task of keeping a hospital responsive to the changing times and needs of its community. His topic, A progress report on the expansion program at the halfway mark.

The Volunteer Meeting was followed by tea in the Coffee Shop and Garden sponsored by the Beverly Hospital Aid Association whose president, Mrs. John M. Bradley, was assisted by Mrs. E. Miles Herter, Mrs. George Putnam Jr. and Mrs. Thomas K. Sherwood, III of Manchester; Mrs David Foster and Mrs. Alan Sampson of Wenham and Mrs. C. Henry Glovsky of Beverly.



Neil R. Ayer

The Mrs. Henry A. Murray award is a silver pin named in honor of the late Mrs. Henry A. Murray, whose enthusiastic support of the Volunteer Department during its initial years was largely responsible for its vitality and growth.

It is awarded to volunteers as they achieve 500 hours of service. A detachable guard denoting the hours is changed as each additional 500-hour mark is passed.

Volunteers receiving this award carry on a fine tradition of loyal and devoted service to the Beverly Hospital.

Those receiving recogniiton for 1000 hours or more were:

Hospital Service Volunteers: 9500 hours, Mr. Antonio Paglia, Beverly; 3000 hours, Mrs. Robert E. Barrett, Beverly; 2000 Hours, Mrs. Leroy K. Blanchard, Danvers; 1500 Hours, Mrs. Edward W. Seaver, Hamilton; 1000 Hours, Mrs. Neil R. Ayer, Wenham, Mrs. Freeman Berry, Beverly; Mrs. John W. Chadder, Wenham.

Coffee Shop Volunteers: 3000 Hours, Mrs. Abraham Sterman, Beverly; 2000 Hours, Mrs. Louie S. Allen, Beverly; Mrs. James Means, Manchester; 1000 Hours, Mrs. Abraham N. Barron, Beverly; Mrs. R. C. Millard, Manchester; Mrs. Standley Poole, Beverly; Mrs. Philip Rubenstein, Beverly; Mrs. Thomas K. Sherwood, Manchester; Mrs. Edward Sterman, Beverly; Mrs. Alexander Tartakoff, Beverly.

Gift Shop Volunteers: 3000 Hours, Miss Mary Bell, Beverly; Mrs. Samuel A. Cushing, Beverly; 2000 Hours, Mrs. Dawn E. Parks, Beverly; 1500 Hours, Mrs. F. Gordon Allen Jr., Beverly;

Honorable Mention for Accumulated hours of service

Senior Volunteers in Hospital Service: 9700 Hours or more, Mr. Antonio Paglia, Beverly; 1900 Hours or more, Mrs. Lawrence Peterson, Wenham; Mrs. Janet Pingree, Hamilton; 1700 Hours or more, Mrs. Clifford Roberts, Hamilton; 1600 Hours or more, Mrs. Edward W. Seaver, Hamilton; Mrs. Norman Wilks, South Hamilton; 1400 Hours or more; Mrs. Robert Betts Topsfield.

Honorable Mention for Accumulated hours of service

Coffee Shop Volunteers: 1700 Hours or more Mrs. Nelson Perkins Danvers; 1600 Hours or more Mrs. Eliot Wadsworth Beverly Farms; Mrs. Edward M. Kanter, Beverly; 1400 Hours or more Mrs. George Cohen Beverly; 1300 Hours or more Mrs. Felix Cotti, Beverly; 1200 Hours or more Mrs. Roland Brooks Manchester; 1100 Hours or more Mrs. Leslie Franks Manchester; Mrs. Brinley M. Hall, Beverly Farms.

Honorable Mention for Accumulated Hours of Service

Visiting Nurses Elect Miss Bartley President

News 4/23/69

BEVERLY — Miss Mae A. Bartley was unanimously re-elected president of the Visiting Nurse Association at the annual meeting recently in the auditorium of Beverly Hospital. Other officers elected by the near record gathering of members and directors were Richard H. Handy, vice president; Preston E. Woodberry, treasurer; Miss Ann M. Ganley, recording secretary; Mrs. Celeste D'Arrigo, corresponding secretary.

Directors elected to serve for 3 years are R. Wendell Dronsfield, Mrs. Ann Pfaff, Mrs. Katherine Fine, Miss Carolyn F. Standley, Mrs. Anne Green, Frank E. Root, and Lawrence M. Kearns. Lee L. Jameson was elected to fill a 1-year unexpired term.

Following the business meeting, Dr. Anthony S. Patton, chairman of the executive committee of the North Shore Planning Council spoke at length on comprehensive health care and what it will mean to those residing in the greater Beverly area.

"Visiting nurses are the very cornerstone of the comprehensive health care program," said Dr. Patton.

Referring to a bill now before the Mass. House of Representatives, House bill 89749, that is aimed towards putting health planning into law in the commonwealth, he asked all those present to urge their local representatives to support the bill. Rep. Francis W. Hatch, a former VNA director, spoke in favor of the bill.

Elected to serve on the V.N.A. medical advisory committee are: Dr. Philip D. Herrick, chairman; Dr. James S. Hewson, Dr. Joseph H. Fine, Mrs. Edith Estes, RN; Thomas Scanlon, Arthur C .Arnold, Jr.; Mrs. Ruth Lynch, RN; Mrs. Winifred Hickman, RN; Mrs. Marion Hall, RPT; and Mrs. Shirley Charsit, ROT.

Dr. Alt to Be Honored For Years of Service

BEVERLY — The new addition to the Beverly Hospital will be named in honor of Dr. Richard E. Alt to recognize his many years of dedicated service to the sick and injured of the community. Dr. Alt has been connected with the hospital since 1935. "The decision of the hospital directors and friends of the hospital was really spontaneous," Neil Ayer, hospital president, said. "We are all aware of the great dedication Dr. Alt has personified and we are extremely proud to be able to honor him in this way." The hospital also received its largest single gift to date recently given in honor of Dr. Alt.

Dr. Alt was born in New Washington, Ohio and graduated from Harvard College in 1927, and Harvard Medical School in 1931. After internship at Mass. General and Peter Bent Brigham, he came to Beverly as assistant to surgeon - in- chief in 1935.

During World War II he served in the Naval Medical Corps and received the bronze star for duty in the South Pacific. After the war, Dr. Alt returned to Beverly as a visiting surgeon. In 1953 he became chief of surgical service and acted as president of the medical staff from 1962 - 67.

Dr. Alt has also served the community as chairman of the School Committee (1951 - 1955) and President of the United Fund (1962). In 1963 he was B'nai B'rith's "Man of the Year."

Dr. Alt is a member of the American Medical Society, the Mass. Medical Society, the New England Surgical Society, the American Urological Association, the American College of Surgeons, and the Aesculapian Club of Harvard Medical School.

He is married to the former Deborah Johnson, daughter of Dr. Peer Johnson. Dr. and Mrs. Alt are the parents of Mrs. Joseph (Elizabeth) Strauch, currently at the University of Michigan and Mrs. Mark (Mary) Mantuani who is a doctoral candidate in Botany at Duke University.

Times 4/22/69

1/21/69
Ed Herald Traveler

Frederick Ayer Rites Thursday

WENHAM—Services for Frederick Ayer, president of the Beverly Hospital for 31 years until his retirement in 1958, will be Thursday at 3 p.m. at the First Church Congregational.

He died Sunday at his home on Walnut road at the age of 80.

Born in Lowell, he had resided in Wenham for most of his life and was active in its civic affairs.

A prominent financier and philanthropist, he was former vice president of Children's Hospital, a former trustee of Peter Bent Brigham Hospital and a former director of the Massachusetts Hospital Service.

He served as chairman of the Approving Authority for the Schools for Nurses and Schools for Practical Nurses from 1942 to 1953 and was a member of the Corporation of Northeastern University and manager of Keweenaw Land Assn.

He was a graduate of the Hill School and Harvard University, class of 1911. Some of his classmates accompanied him on an 11-month expedition around the world before he became a trustee of the family interests.

Later, he served in World War I as an ensign aboard the USS Missouri and was a brother-in-law of Gen. George S. Patton Jr. of World War II fame. One of Ayer's sons, Frederick Jr., wrote "Uncle George," a life of the general.

He was a member of The Country Club, the Cruising Club of America, Manchester Yacht Club, Myopia Hunt Club and the Algonquin Club.

He was a former director of the Ebensburg Coal Co.; Island Creek Coal Co.; United Stated Machinery Corp.; Capital Managers; Old Colony Trust Co.; Hartford Life Insurance Co.; United States Smelting, Refining and Mining Co.; Boott Mills; Merrimack Manufacturing Co. and Woodward Iron Co.

He leaves his wife, Hilda (Rice), three sons, Frederick Jr. of Wenham, Ethan of Cambridge and Neil R. of Wenham; two daughters, Mrs. Edward F. MacNichol Jr. of Potomac, Md. and Mrs. Harry L. Curtis Jr. of Wenham; and a sister Mrs. Keith Merril of Prides Crossing.

Frederick Ayer Rites Thursday

News 1/22/69

WENHAM — Services for Frederick Ayer Sr., the socially prominent executive of a number of businesses and long-time President of Beverly Hospital, will be held in the First Church of Wenham Thursday at 3.

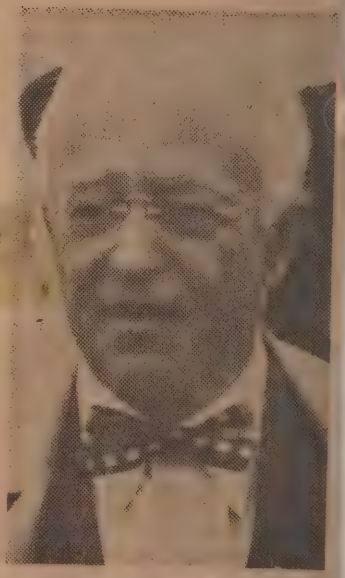
The 80-year-old philanthropist died Sunday in his home at Walnut Road. He was a prominent sportsman.

Born in Lowell, he prepared at the Hill School, Pottstown, Pa., and was graduated from Harvard College in 1911. After an 11-month expedition around the world with classmates, he took a job as trustee over family interests.

He served in World War I, as did his famous brother-in-law, Gen. George S. Patton Jr., who became a household name in World War II as "Blood and Guts Patton."

Mr. Ayer was president of the Beverly Hospital from 1927 to 1958; vice president of the Children's Hospital; trustee of the Peter Bent Brigham Hospital, and a former director of the Massachusetts Hospital Service, the Ebensburg Coal Co., Island Creek Coal Co., United Shoe Machinery Corp., Capital Managers, Old Colony Trust Co., Hartford Life Insurance Co., U.S. Smelting, Refining & Mining Co., The First National Bank of Boston, Boott Mills, Merrimack Manufacturing Company and Woodward Iron Co.

He was chairman of the approving authority for Schools for Nurses and Schools for Practical Nurses from 1942 to 1953, and a member of the corporation of Northeastern University, and manager of Keweenaw Land Association.



FREDERICK AYER SR.

He was a member of The Country Club, the Cruising Club of America, Manchester Yacht Club, Myopia Hunt Club and the Algonquin Club.

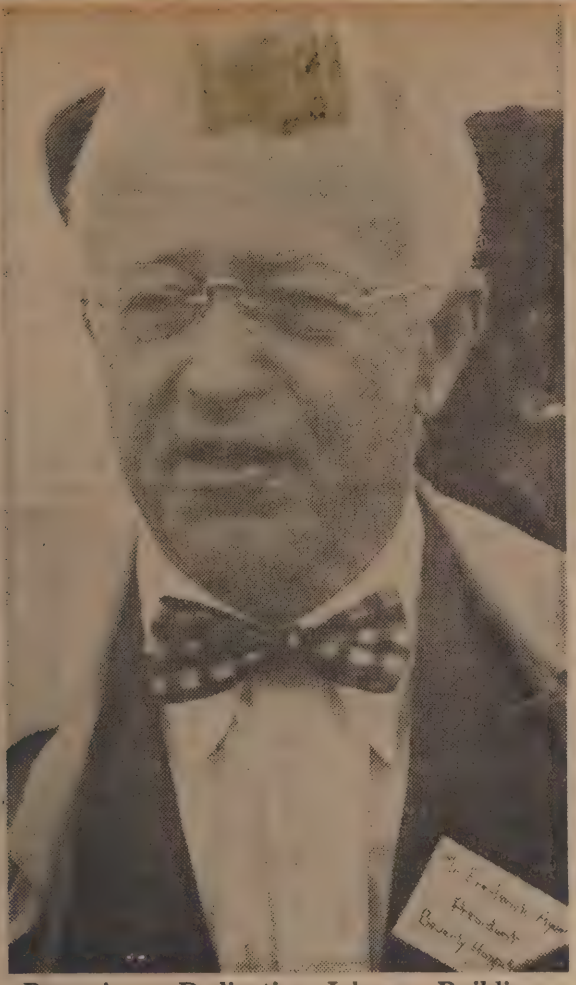
The multimillionaire had a narrow brush with death in October 1961. He was with 4 other persons rescued by the Coast Guard when his 63-foot schooner, the When and If, wallowed at the mercy of towering seas off Scituate during a northeast gale.

(RITES THURSDAY—)
(Continued on Page Two)

(Continued from Page One)

The Coast Guard battled the seas for 5 hours before being able to take the schooner in tow. Afterwards Mr. Ayer credited the heroism of the crews of the 2 Coast Guard patrol boats which made the rescue.

Mr. Ayer leaves his wife, Hilda Rice Ayer, and 3 sons, Frederick Jr., of Wenham, author of "Uncle George," a life of Gen. Patton, and one-time candidate for state attorney general; Ethan Ayer of Cambridge, and Neil R. Ayer of Wenham, now president of Beverly Hospital, and 2 daughters, Mrs Edward F. MacNichol Jr. o Potomac, Md., and Mrs. Harr L. Curtis Jr., of Wenham; 1 grandchildren and 2 grea grandchildren, and a siste Mrs. Keith Merrill of Pride Crossing.



Pres. Ayer: Dedicating Johnson Building

Frederick Ayer Dies; 'Devoted to Hospital'

WENHAM — Frederick Ayer, 80, of Walnut Road, president of Beverly Hospital from 1927 to 1958 and active in hospital services throughout the state, died Sunday at his home.

A graduate of the Hill School, and Harvard University class of 1911, Mr. Ayer served as a trustee of the Peter Bent Brigham Hospital and was a former director of the Massachusetts Hospital Service. He was vice-president of Boston's Children's Hospital.

Revered By Associates

"Selfless devotion, leadership, energy and generosity, which made it possible for Beverly Hospital to provide and develop the highest type of service to the community."

These words were used to described Frederick Ayer's role in the growth of Beverly Hospital at the dinner honoring his retirement as president on Jan. 15, 1959.

He was first elected to the Board of Directors in 1922, became president in 1927 and served 31 years to the end of 1958. During his presidency, in 1941, Ayer, recognizing the need for nurses, set up the school for practical nurses, despite great opposition. The contribution of the school to patient care at the hospital and its benefit is only now being truly recognized.

Miss Mae A. Bartley, who with President Ayer and Dr. Peer P. Johnson provided leadership for Beverly Hospital for so many years said this morning:

"He was my boss for 28 years. He was such a brilliant and kind man and he expected top performance. His principle thought was the best possible care for the patient, which he tried to provide with the help of others in the community. He was one whom I respected and

See AYER Page 8

Times 4/22/69

AYER

Times 4/22/69

(Continued From Page 2)

admired."

Hospital was His Life

Dr. Richard E. Alt, surgeon, said, "He was one of the great men of our time, who did more than any other layman to build the Beverly Hospital as it is today."

Miss Anna Allen, record librarian, recalling that she and Frederick Ayer came to Beverly Hospital in the same year, said, "I though as much of him as I did of Dr. Johnson. I knew as much as anyone the time he spent here with Dr. Johnson in selfless devotion. Their whole lives were this hospital."

Dr. A. L. Senecal, president of the medical staff, expressed regret at the death of Mr. Ayer. He said that the staff will make a resolution in his honor at its next meeting.

"I regret his passing and recall appreciatively all the things he has done for the hospital. Without him and Dr. Johnson, the Beverly Hospital would not be the fine medical institution that it is today."

Craig Slater, executive director, said, "It is a shock to hear of Frederick Ayer's death. It is hard to believe that he is no longer there to depend on, for he was always such a great help to the hospital."

Dr. Jacob H. Fine said, "I have known and worked with this man for more than 30 years and it was a privilege to have done so. I never met a more dedicated layman relating to the health care of the community with such influence both locally and outside the community."

Held Several Directorships

Mr. Ayer was an able administrator, and held directorships of several institutions, including the Ebensburg and Island Creek Coal companies, USM Corp., Capital Managers, Old Colony Trust Co., Hartford Life Insurance Co., U.S. Smelting, Refining and Mining Co., First National Bank of Boston, Boott Mills, Merrimack Mfg. Co. and Woodward Iron Co.

He was chairman of the Approving Authortiy for Schools for Nurses and Schools for Practical Nurses from 1942 until 1953, and was a member of the Corporation of Northeastern University and manager of Keweenaw Land Association.

His memberships included the The Country Club, Brookline, Cruising Club of America, Manchester Yacht Club, Myopia Hunt Club and the Algonquin Club.

Funeral Thursday

Mr. Ayer is survived by his wife, Hilda Rice Ayer, three sons; Frederick Jr. of Wenham, Ethan of Cambridge and Neil R. Ayer of Wenham current president of Beverly Hospital; two daughters, Mrs. Edward F. MacNichol Jr. of Potomoc, Md., and Mrs. Harry L. Curtis Jr. of Wenham; 13 grandchildren; two great-grandchildren; and a sister, Mrs. Keith Merrill of Prides Crossing.

Funeral services will be at The First Church in Wenham on Thursday at 3 p.m. It is requested that flowers be omitted. Donations in his memory may be made instead to the Beverly Hospital Building Fund, Beverly.

Hospitals Again Object to Sears Will

Times 4-24-69

SALEM — Beverly Hospital, five Boston hospitals, relatives and the state of Massachusetts have filed objections to approval of a will of the late Eleanora R. "Eleo" Sears, who for many years summered in Prides Crossing.

The objections were filed Tuesday at Salem Probate Court to the Sears will which leaves the bulk of her $5 million-plus estate to her long-time companion, Mme. Marie V. Gendron.

The hospitals are claiming Mme. Gendron used "fraud" and "undue influence" over the late Mrs. Sears, who changed her will several times; always upping Mme. Gendron's bequests and reducing the hospitals share.

In the final will, filed in 1966, Mme. Gendron got the bulk of the Sears estate; the hospitals nothing.

In addition to Beverly, other hospitals contesting the will are Mass. General, New England Deaconness, Boston Hospital for Women, Peter Bent Brigham, Children's Hospital and Medical Center.

Appearances filed Tuesday at Salem by attorneys William A. Shue and Vincent J. Celia indicate the state is interested in voiding the Florida will and having the estate probated in Massachusetts.

This would give Massachusetts a share of the inheritance taxes which will result from the bequests.

Atty. Shue represented Mass. Atty. General Robert H. Quinn and Atty. Celia represented the Mass. Commissioner of Corp. and Taxations.

Also filing appearances for subsequent objections to the will were two first cousins of Miss Sears, Richard D. Sears of Boston and William A. Coolidge of Topsfield.

Similar objections to the Sears will have been filed in courts at West Palm Beach, Fla., where Miss Sears lived and where she died at 87 in March of 1968.

Ironically and without explanation yet, three of the hospitals involved in the litigation have filed suits objecting to the will's being allowed to be probated in Mass. They apparently want the will probated in Florida.

These three are Mass. General, Peter Bent and Deaconness.

The exact amount of the Sears estate is unknown but partial listings of stocks and bonds held by the late Boston Brahmin and flamboyant sportswoman are known to exceed $5 million.

She also left extensive property in Beverly Farms, New York City and West Palm Beach, Fla.

Salem court officials said Tuesday that a hearing on the objections filed Tuesday would not be held until fall.

Register of Probate John J. Costello explained that all who filed appearances Tuesday intend to object to certain portions of the will.

The Salem hearings will not be the only ones. Still awaiting are the hearings in Florida on the objections filed by essentially the same parties.

It is not known when the Florida hearings will be held.

Hospital Drive to Offer Plaques to Contributors

Times 4-24-69

BEVERLY — For $180, pledged over a three year period, which is five dollars a month, hospital authorities will mount a metal plaque near the main entrance of the hospital as a living memorial to anyone the contributor wishes to name.

Craig Slater, executive director of the Beverly Hospital, expressed his hopes that many people will purchase one of these memorial plaques in the hospital campaign. The plaque was especially developed, according to Slater, to enable anyone with reasonable means to have the same advantage of creating a memorial to a deceased loved one, or to honor a living friend or relative as those capable of making major gifts.

"The hospital does not belong to any one group," Slater said. "It belongs to everyone in the communities it serves. We think that the memorial plaque will help illustrate this point because it does not require great sums of money and so is available to many people." The hospital is legally chartered nonprofit organization. Rates are set to cover only the patient's care. Were it not for the hundreds of volunteers who serve the hospital without any kind of remuneration, from the Directors and Aid Association to the junior volunteers, rates would be much higher.

"The current drive for expansion and modernization was necessary because rates do not adequately allow for building expenses. "We hope that everyone will consider how important it is to have a good hospital available when they need it and we hope they will contribute accordingly. The memorial plaque is an excellent way to help the hospital and honor some person close to you."

More information about the memorial plaque can be obtained from the Hospital Campaign Office, 324 Cabot Street, Beverly.

Funerals

500 Attend Services For Frederick Ayer

WENHAM — More than 500 friends of the late Frederick Ayer, president of Beverly Hospital from 1927 to 1958, filled the First Church of Wenham to capacity Thursday at funeral services for the man who founded Beverly's school for practical nurses.

Mr. Ayer, who was 80, died Sunday at his home on Walnut Road here.

He was a trustee of Peter Bent Brigham Hospital, vice president of Boston Children's Hospital and a former director of the Massachusetts Hospital Service.

State and local officials hospital administrators, nurses and doctors, friends and relatives were present at the funeral, conducted by Rev. Warren Johnson and the Rev. Dr. James King.

Representatives of several organizations Mr. Ayer was affiliated with attended, including USM Corp., First National Bank of Boston, Northeastern University, Hartford Life Insurance Co., Brookline Cruising and Myopia Hunt clubs.

Mr. Ayer is survived by his widow, Mrs. Hilda (Rice) Ayer, five children, 13 grandchildren, two great-grandchildren and a sister.

Ushers at the church were C.G. Rice, Gen. John K. Waters, Col. George S. Patton, Gilbert L. Steward Jr., Crawford Gordon, Henry Curtis, Edward F. MacNichol and Dr. Keith Merrill.

Bearers were Frederick Ayer Jr., Neil R. Ayer, Ethan Ayer, Frederick Ayer III, David Ayer, John King, Tining King, Edward MacNichol III and Neil Ayer Jr.

Burial was in Wenham Cemetery.

RALPH P. BARTER

BEVERLY — Well attended funeral services for Ralph P. Barter of 115 Colon St., were held Thursday forenoon at the Lee And Moody Funeral Home.

Rev. A. Homer McCue, rector of the St. Peter's Church, was the officiating clergyman. He was assisted by the Rev. Theodore Day. Burial was in the Central Cemetery, with a committal by Rev. Mr. McCue and Rev. Mr. Day.

News 4-24-69

Nursing Career Days At 4 County Hospitals

BEVERLY — "Nursing Career Day" for students in Grades 7, 8 and 9 will be held Saturday, May 3, at four hospitals in the county: Beverly, Lawrence General, Lynn and Salem Hospitals.

The Schools of Nursing at these hospitals are co-operating with the Essex County Health Careers Council in conducting career day programs. Boys and girls in Grades 7, 8 and 9 of public, private and parochial schools in Essex County are invited to attend one of the programs to learn what nursing is a what nurses do.

School guidance counselors have been supplied with enrollment forms. Students who wish to attend should notify their guidance counselor or school principal in order to sign up.

Programs at Beverly, Lawrence General and Lynn Hospitals will start at 8:30 a.m. and conclude at noon and Salem Hospital's program will run from 9:15 a.m. to 12:30 p.m.

The programs will include a presentation on nursing care of children, nursing care of mothers and babies and nursing care of adults. Guided tours of small groups through the hospitals will allow the students the opportunity to see nurses in action.

Beverly Hospital's program will include a panel presentation by student nurses Deborah Wollenhaupt, Paula Boyle and Lorraine Laforme, with Linda Hirtle, candy striper, also participating.

Lawrence General Hospital plans to include a film on its program along with displays.

At Salem Hospital, participants will include Miss C. Kielinen, R.N., Mrs. A. Whiting, R.N., Mrs. E. Fladger, R.N., and Miss M. LeTourneau, R.N.

[illegible] plans a [illegible]

mittee for the "Career in Nursing" programs are: Mrs. Janet B. Douglass, R.N., Lawrence General Hospital; George Harrington, R.N., Lynn Hospital School of Nursing; Miss Constance Hoyt, R.N., Northern Essex Community College; Mrs. Dorothy Knights, R.N., Salem Hospital School of Nursing; Miss Grace Madden, R.N., North Shore Community College; Mrs. Alice Schindel, R.N., Beverly Hospital School of Nursing, and Mrs. Eleanor H. Spaulding, R.N., Essex County Health Association.

Mental Health Program For Everyone Pred

Dr. Weiner

By PHIL WELD JR.

DANVERS — Just as physical medicine has progressed from treatment by blood sucking leeches to inoculation and sanitization so is mental treatment moving from incarceration of madmen toward community mental health facilities for all.

Such is the opinion of Dr. Leonard Weiner, psychologist and acting director of the Danvers-Salem Area Board of Mental Health and Retardation.

Dr. Weiner, speaking to 65 persons at the board's annual dinner Monday night at the King's Grant, said, "We must move from remedial to preventive medicine, from special to universal care."

He said the World Health organization now defines the word "health" as including social health, emotional health, mental health as well as physical health. It is a total concept, he said and mental health must be thought of in the same way.

State hospitals can no longer be treated as "custodial dum-

of a former age towards a humane, intelligent and effective handling of disease of the personality," he said.

Vilas announced six new members appointed by the governor to the area board. They are Mrs. William Budd of Danvers; Paul Buckley of Hamilton, program development, North Shore Community College; Miss Ernestine Friend, of Gloucester, head of Gloucester's Welfare department; Lawrence W. Harding of Wenham, a policeman and member of the Retarded Children's Association; Richard Johnson, a Salem attorney; and Mrs. Novell Peterson of Beverly Farms, wife of a psychiatrist.

The new members were selected from a list drawn up by a nominating committee to replace retiring members Gregory Smith, Edward C. O'Keefe, Miss Rhoda J. Milliken, Alexander N. Stoddart; James T. Amsler, and Daniel E. Shay.

Old members reappointed were Thomas J. McLaughlin of Peabody, Mrs. Jean Roberts of Manchester, and Dr. George Rizzone of Peabody.

Several of the members were sworn in at the meeting by Superior Court Clerk Philip Hennessey, invited for the occasion.

The board will meet May 20 to elect officers.

Miss Cynthia Field, vice president of the board and chairman of its mental health services committee, announced a meeting May 8 at 8 p.m. in Grace Church, Salem, to attempt to coordinate the many "loose unco-ordinated" drug abuse programs going on in the area from Peabody and Salem to Gloucester and Rockport.

She said she hoped the area board could serve as a clearing house for information and effort.

The area board is one of six areas in mental health region four which includes all of Essex County and half a dozen other communities.

The Danvers-Salem area extends from Salem to Rockport. It excludes the town of Boxford, however, and Edward C. Bryant, of Boxford, a member of the governor's mental health advisory council and the Masconomet Regional School Committee objected to that exclusion.

"Boxford should be in the area," he said, "I hope you will consider including it."

"In the past," Rev. Vilas said, "mental illness and retardation has been treated too much as though it were a crime, something to be hidden from public view. People have been all too ready to hide and forget those whose presence it an embarrassment and a threat.

"Instruments of torture from the middle ages have been replaced by the more humane symbol of the key, but custodial care rather than rehabilitation has been demanded by the public." He went on:

"State institutions themselves have taken on the appearance of guarded fortresses — not to keep people out — but to keep safely from public view the realiy of its failures."

Signs of Progress

Vilas said the state law of 1967 creating the area boards provided a vehicle for future comprehensive community care. Signs of progress already show, he said. As examples he listed day care centers for mentally ill at J. B. Thomas Hosoital in Peabody, Salem Hospital, the Pastoral Counseling Center in Middleton for out-patient

● MENTAL

(Continued from Page 1)

regarding inadequacy of service" for that will mean faster progress.

Dr. Weiner said that opposition to change from psychiatrists and other professionals is slowly breaking down.

He said he worked on a program at Boston State Hospital to train family physicians in psychiatry. "It created much opposition from psychiatrists who complained bitterly that we were taking their business," said Dr. Weiner. "But in actuality the family physicians began to refer to the psychiatrists more business. They were also able to do followups which the psychiatrist didn't have time for."

No Money For Posts

Rev. Vilas, in introducing Dr. Weiner, said that Weiner is still unpaid as acting director because the state has not yet provided money for the post. On the brighter side, however, he said the state has provided the board with money for stamps and stationery. In the first two years of the board's existence members had to provide mailing costs from their own pockets.

Rev. Vilas gave a 12-minute slide lecture-survey of mental health facilities in the region. Photogarphs for the talk were taken by one of his parishioners, John R. Geesink of Manchester, a teaching fellow in German at Harvard University and amateur photographer.

It began with photos of retarded children and mentally ill adults followed by shots of the exterior of Danvers State Hosoital.

treatment of adults, improvements at Hathorne State school for retarded, appointed of

Briefs

News 4/28/69

BEVERLY — Beverly Hospital's basketball team has issued a challenge to the Beverly Fire Department to defend their city basketball championship.

Dr. Henry Ramini and John Preston, co-captains of the hospital team, in issuing the challenge, stated, "We have heard that the smoke-eaters claim to be the city champions on the strength of their defeat of the Police Department. If the Fire Department team is available on the evening of May 7, we'll meet them at the Briscoe Gymnasium to see who's really best."

Want To Put Your Name On A Hospital

News 4/28/69

BEVERLY — For $180, pledged over a 3-year period, which is $5 a month, hospital authorities state that a metal plaque like the one above, will be placed near the main entrance of the hospital as a living memorial to anyone you wish to name.

Craig Slater, Executive Director of the Beverly Hospital, expressed his hopes that many people will purchase one of these memorial plaques in the hospital campaign. The plaque was especially developed, according to Slater, to enable anyone with reasonable means to have the same advantage of creating a memorial to a deceased loved one, or to honor a living friend or relative as those capable of making major gifts.

"The hospital does not belong to any one group," Slater said. "It belongs to everyone in the communities it serves. We think that the memorial palque will help illustrate this point because it does not require great sums of money and so is available to many people." The hospital is a legally chartered nonprofit organization. Rates are set to cover only the patient's care. Were it not for the hundreds of volunteers who serve the hospital without any kind of remuneration, from the Directors and Aid Association to the junior volunteers, rates would be much higher. The current drive for expansion and modernization was necessary because rates do not adequately allow for building expenses. "We hope that everyone will consider how important it is to have a good hospital available when they need it and we hope they will contribute accordingly. The memorial plaque is an excellent way to help the hospital and honor some person close to you."

More information about the memorial plaque can be obtained from the Hospital Campaign Office, 324 Cabot St.

News 4/29/69

To Aid Hospital Building Fund

BEVERLY—The Fire Department basketball team has accepted the challenge of the Beverly Hospital team to a championship game in the Briscoe Junior High School gymnasium Wednesday night, May 7, at 8.

Representing the firefighters, John Spiridigliozzi said today, "We're completely confident that we'll retain the city championship that we earned when we defeated the Police Department."

Tickets are available at all fire stations in the city and at the hospital. Proceeds will benefit the Beverly Hospital Building

News 4/28/69

STUDENTS HELP HOSPITAL — More than 100 students at Gordon College in Wenham have volunteered to help in the residential drive for the Beverly Hospital. President Nel R.Ayer explains the hospital's plans to some of the students while Dr. Humphrey E. D. Lloyd of Ipswich looks on. Left to right: Sarah Sylvia, Janet Hagelman, Dr. Lloyd, Mr. Ayer, and Susan Fogerty.

TIMES — Wednesday, April 30, 1969

The progress is slow

The drive for preventive mental health treatment on the community level is happily gaining ground, but the drive has a long way to go. Advocates must have patience to put up with enormous frustrations.

That was the message at the annual dinner of the Danvers-Salem Area board for Mental Health and Mental Retardation this week.

The area board, created under an act of the legislature two years ago to involve communities in mental health, has had a slow time in getting started.

Acting President Franklin E. Vilas Jr. said that it wasn't until a few weeks ago that the state provided money for stamps and stationery for the board. Previously all mailings had to be financed from members pockets.

The area board is one of six in Mental Health Region 4 administered in Wakefield by Dr. George Cloutier, a competent and forward thinking physciatrist, who is striving to bring mental health to the community level.

Working with Dr. Charles Storey who is in charge of legal medicine (i.e. all psychiatric and mental cases that get involved with the police and the courts) he believes that para-medical personnel — women, social workers, ministers — must be trained to fill the gap. Never will medical schools be able to produce enough psychiatrists to meet the needs, and even if they could, communities could not afford to pay for their services, argue Doctors Storey and Cloutier.

One of the great frustrations for Dr. Cloutier is that 75 per cent of the $10 million spent by the state in the region of 900,000 population is spent at Danvers State for the care of 1800 in-patients.

The hospital has about 1,000 employes. Eighty-three per cent of its patients are 41 years old or older and have an average stay of 16 years and 8 months.

The remaining bulk of the state mental health dollar goes to schools for the retarded, leaving a minisclue amount for treating disturbed youths and adults presently in society, persons who if not treated in some way now may end up with destroyed lives or as wards in custodial institutions.

The Pastoral Counseling Center in Middleton is the first center in the area providing service for adult outpatients. Counselors there are trained psychotherapists, many of them from Andover-Newton Theological school. The center's case load has grown tremendously since its inception.

That is the sort of community effort — outpatient treatment — that Doctors Storey and Cloutier are striving for. It is the lay members on the area boards who are there to help them, and we are pleased to see that they are gaining momentum.

One specific target the area boards should aim for is to help establish a regionally coordinated program to combat drug abuse.

Next May 8 at 8 p.m. in Grace Church in Salem Miss Cynthia Field of the area board intends to hold such a meeting to implement some coordination.

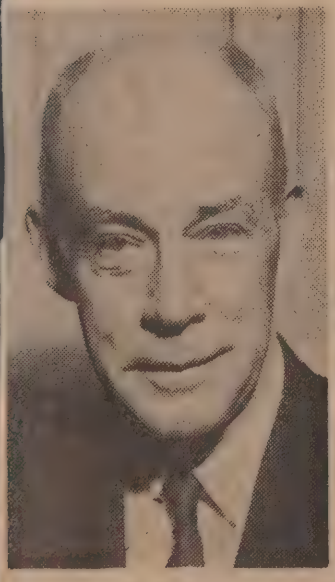
We have witnessed enough talks about drug abuse to know that we needn't debate whether it is a problem. The time has come to do something positive about it.

If the area board could prove its ability to lead and coordinate in this area, it would be a feather in its cap.

Health Planning Council Has 300 Area Members

PEABODY — The public can now have a voice in the provision of health services on the North Shore.

There is a council of some 300 members formed on the North Shore, made up of a majority of consumers (those who do not earn their living in providing health care). This organization will work toward better communication and planning between those who have health needs and those who provide the health care.



PILCHER

Paul M. Pilcher, president of the Merchants-Warren National Bank, Salem, is chairman of the 50-member board of trustees. Other officers are: Vice chairman, Mayor Grace, Gloucester; treasurer, Paul Buckley, director of allied health, North Shore Community College, Beverly; secretary, Henry E. Moran, administrator of Union Hospital, Lynn, and Dr. Anthony S. Patton of Danvers and Swampscott, chairman of the executive committee.

The North Shore Health Planning Council, with its office in Peabody Square, has been given state recognition and is awaiting federal review for organizational approval.

Participation and support by all North Shore communities is a key to the success of the council and the welfare of the public. It is hoped that with this involvement there will be co-ordinated planning efforts on the North Shore correlating the needs of the communities and the health planning groups.

At present there are 4 long-range planning groups: Environmental Health, chairman, Kent Murphy, Health Agent, Swampscott; Health Services, chairman, Dr. Robert N. Lundberg, Gloucester; Health Facilities, chairman, Dr. Willard Perry, Marblehead, and Health Manpower, chairman, Craig Slater, administrator, Beverly Hospital. Item 4/29/69

News 4/30/69

USM Corp. Pledges $200,000 To Hospital's $3 Million Drive

BEVERLY — The Hospital's drive for $3 million has been bolstered by a $200,000 pledge from the USM Corp. Presentation of the gift was made on Tuesday by Edgar E. Joiner, president of the USM Co., Beverly. Joiner is also a vice president of the parent USM Corp.

In discussing the gift, Joiner said that USM "has been contributing to funds drives for the local hospital since 1920." USM made contributions to the hospital in 1954 and 1955 amounting to $150,000. Other gifts included funds for the improvement of the medical laboratory in 1959, and financial assistance for a fire safety program at the hospital in 1963.

Joiner, who also holds the position of president of USM Machinery Division said, "we have felt that as a major employer in the area served by the hospital, we should help provide a first-rate medical facility."

The USM executive has recognized the expanding role that the Beverly Hospital has played in the communities in which the majority of USM employes make their homes. Joiner stated that he is aware that patients, including USM employes, and the doctors in the area are making more use of the hospital than ever before.

The Beverly plant employs approximately 2,400 people, primarily from the Beverly area. "Some of our employes come from Salem and we have contributed to the support of that hospital, too," said Joiner.

Joiner presented the USM pledge to Dr. Richard E. Alt, campaign chairman, S. K. Derderian, Industrial Gifts Chairman, and Louis R. Cortucci, Assistant Industrial Gifts Chairman. Cortucci also is manager of public and employe communications for the Machinery Division.

The USM Corporation, formerly the United Shoe Machinery Corporation, has played an important role in the Beverly area since its plant was built here in 1902. The Corporation originally manufactured primarily shoe machinery, but now has diversified items being produced by USM Machinery Division in Beverly, including machines, devices and related products for the plastics, electronics, apparel, and many other industries.

Dr. Alt reported that the fund drive to expand and modernize the Beverly Hospital will continue for approximately 30 days more.